



## **THE 5<sup>TH</sup> GREAT AMERICAN FOOD FESTIVAL**

**September 22 –28, 2004**

**Cairo Marriott Hotel**

**Cairo, Egypt**

The Office of Agricultural Affairs at the American Embassy, in Cairo, Egypt and the USDA Trade Show Office is organizing “*The 5<sup>th</sup> Great American Food Festival*” from September 22-28, 2004 at the Cairo Marriott Hotel.

### **Why Participate in the Great American Food Festival:**

The objective of the festival is to promote American cuisine, increase demand for American products at five star hotels and restaurants, and to acquaint Egyptian consumers with the high quality and diversity of American food products.

In order to add a festive atmosphere to the event, we will highlight various types of American cuisine from different regions of the United States. Also, an American band and a local band will entertain the participants of the festival.

### **OTHER EVENTS SCHEDULED DURING THE FESTIVAL:**

#### **A) U.S. FOOD EXPORT SHOWCASE**

**September 22-25, 2004**

**Cairo, Egypt**

As part of the festival, the U.S. Food Export Showcase will feature U.S. companies with interest and potential for penetrating or expanding their presence in this market. Individual appointments will be arranged for U.S. companies with potential Egyptian importers/distributors on Sept. 23 & 25 and for Egyptian companies with supermarket operators and food and beverage managers. Field tours to major supermarkets and hypermarkets will be arranged for September 24.

#### **Who is expected to visit the U.S. Food Export Showcase?**

Importers, distributors, retailers and wholesalers, food and beverage managers for hotels, restaurants, and food franchisee operators.

#### **EXHIBITOR PROFILE:**

- U.S. suppliers interested in introducing new-to-market products to the Egyptian market.

- Egyptian companies importing U.S. products.
- Egyptian companies manufacturing under license from U.S. origin companies.
- Franchisees, travel agencies, banks, airlines and other service providers.

## **BEST PRODUCTS PROSPECTS:**

Butterball beef bacon, frozen fruit, almonds, hazelnuts, pecans (but small quantities), Tex Mex, speciality flour, muffin mix, canned fruit, cheese (pepper jack, Monterey cheese, Jalapeno, cheddar), fish (scallops, soft crabs, salt fish, herbs), pancake syrup, wine, beer (alcoholic and non-alcoholic), and root beer.

## **B) MARKETING SEMINAR:**

**Sunday, September 26, 2004**

**Cairo Marriott Hotel**

This will be a full-day program targeted to the retail sector, importers/distributors, franchisees, and manufacturers. The objective of the seminar is to educate the retail sector on understanding consumer needs and how to compete more effectively.

## **SCHEDULE:**

The opening of the festival will take place with a gala dinner on Wednesday, September 22, 2004. The U.S. Ambassador in Egypt will inaugurate the event, with special invitations extended to high-level government officials, Egyptian food importers, journalists, food and beverage managers, and prestigious local restaurants.

## **ADVERTISING CAMPAIGN:**

The advertising campaign will include **five** local daily newspapers, **eight** monthly and weekly magazines, **three** newsletters serving the foreign community in Cairo and publicity via the Internet.

Main and co-sponsor logos will be printed on all promotional materials, such as fliers (80,000), table tents (2,000), menus (500), posters (500), invitations (1,200), special fliers (2,000). Sponsor company logos will also be displayed in magazines and newspapers during the advertising campaign.

## **SPONSORSHIPS:**

### **MAIN SPONSORS:**

Registration fee for main sponsors is L.E. 37,000 (\$6,000). Main sponsors will receive the following:

- Large size logo on all advertisements and printed materials.

- Premium location of a display stand 2x3 meters with signboard (company's name plus logo), one table, two chairs, display shelves, four spotlights, and a wastebasket.
- Forty invitations for the gala dinner and 15 invitations for the closing night of the festival at no charge.

#### **CO-SPONSORS:**

Registration fee for co-sponsors is L.E. 20,000 (\$3,500). Co-sponsors will receive the following:

- Smaller size logo on all advertisements and printed materials.
- A less central location of a 2x2 meters display stand, with a signboard (company's name ONLY), one table, two chairs, display shelves, two spot lights, and a waste basket.
- Twenty invitations for the gala dinner and 10 invitations for the closing night at no charge.

#### **SUB-SPONSORS:**

**Registration fee for sub-sponsors are as follows:**

- a) Egyptian companies importing U.S. products will have an opportunity to participate in the festival as a sub-sponsor for a fee of \$800 (L.E. 5,000).
- b) Egyptian companies manufacturing under license and/or joint venture will have an opportunity to participate in the festival for a fee of \$1,100 (L.E. 7,000).
- c) U.S. companies interested in introducing their products in the Egyptian market will have an opportunity to participate in the festival for a fee of \$1,000 (L.E. 6,150).

**Egyptian companies will receive the following:**

- A special flier (2,000 copies) introducing the companies' product line will be distributed to potential buyers.
- Display stand (2x1 meters) with a sign board (company's name), one table, two chairs, display shelves, two spotlights and a wastebasket.
- Six free invitations for the gala dinner and another six invitations for the closing night.

**U.S. companies (sub-sponsors of the U.S. Food Export Showcase) will receive the following:**

- A special flier (2,000 copies) introducing the companies' product line will be distributed to potential buyers in advance of the festival.
- Display stand (2x1 meters), with a sign board (company's name), one table, two chairs, display shelves, two spotlights, and a wastebasket.
- Individual appointments with potential Egyptian importers/distributors.
- Airport transfers from/to airport.
- Tour of supermarket chains.
- Half-day touristic tour in Cairo.
- Hotel accommodation at the U.S. Embassy rate at the Cairo Marriott Hotel for single or double room is \$101 (including breakfast and taxes / tower room, \$72.80 (including breakfast and taxes / garden view)

**Please note that registration fee excludes hotel accommodation.**

## **REGISTRATION:**

You may register on line or fax completed forms to (+2-02) 796-3989. Registration forms are available at the American Embassy web site: [www.usembassy.egnet.net/fas](http://www.usembassy.egnet.net/fas)

*Deadline for registration is Sunday, June 13, 2004.* Registration fees are non-refundable.

## **PAYMENT:**

All payments should be made by check payable to American Embassy, Cairo. For Egyptian companies, payment should be in Egyptian pounds. For U.S. companies, checks should be issued in U.S. dollars and mailed to:

**Foreign Agricultural Service  
Unit 64900 Box 22  
APO AE 09839**

## **KEY MARKET DATA (2002)**

Total Imports (billion)	\$14.7
Total Agricultural Imports (billion)	\$ 3.5
Total Agricultural Imports as a % of Total Imports	24%
Total Agricultural Imports from the U.S. (Million)	\$866,940
Total Consumer Oriented Products from U.S. (million)	\$42
U.S. Ag. Market Share	25%
Population (million)	67.9
Population Growth	2.02
Inflation Rate	2.4%
Agriculture's Contribution to GDP	16.6%
Official Exchange Rate	US\$ 1 = L.E. 6.17 on January 13, 2004

## **SPONSORS FOR THE 5<sup>TH</sup> GREAT AMERICAN FOOD FEST**

### **MAIN SPONSORS:**

Americana, Vodafone, Commercial International Bank (CIB), KLM / Northwest Royal Dutch Airlines, and Carlson Wagonlit.

### **CO-SPONSORS:**

General Motors Egypt, Red Sea World, and U.S. Wheat Associates.

## **SUB-SPONSORS:**

- Amin Trading representing Ocean Spray, American Garden, Jiff
- Heinz
- Pepsi
- SEDCO representing Betty Crocker, Campbell's, and V8
- Update representing Millers (non-alcoholic beer).

## **CONTACT DETAILS:**

If you need additional information on any of the above activities, please contact:

### **Dr. Asif J. Chaudhry**

Agricultural Counselor

E-mail: [Asif.chaudhry@usda.gov](mailto:Asif.chaudhry@usda.gov)

### **Mrs. Manal L. El Masry**

Marketing Specialist

E-mail: [manal.masry@usda.gov](mailto:manal.masry@usda.gov)

### **Office of Agricultural Affairs**

American Embassy

Address: 5 Latin America Street  
Garden City  
Cairo, Egypt

Tel: (+2-02) 797-2388 / 2389

Fax: (+2-02) 796-3989

E-mail: [AgCairo@usda.gov](mailto:AgCairo@usda.gov)

Website: [www.usembassy.egnet.net/fas](http://www.usembassy.egnet.net/fas)

### **Ms. Tobitha Jones**

Marketing Specialist

E-mail: [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov)

USDA Trade Show Office

1400 Independence Avenue, SW, Room 4939-S

Washington, DC 20250-1052

Tel: 202-690-1182

Fax: 202-690-4374

***REGISTRATION FORM***  
***The 5<sup>th</sup> Great American Food Fest***  
***September 22-28, 2004***  
***Cairo Marriott Hotel***  
***Cairo, Egypt***

